



FOR IMMEDIATE RELEASE:

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FACT SHEET

MAYOR ANNOUNCES CREATION OF CLEANTECH; NEW TRADE ASSOCIATION WILL ACCELERATE FORMATION OF CLEANTECH BUSINESS CLUSTER IN SAN DIEGO

Mayor Jerry Sanders today announced the official formation of CleanTECH San Diego, a non-profit organization that will foster and build an energy and environmental technology cluster in the greater San Diego region. The organization will be incubated at CONNECT, San Diego's globally recognized technology and business accelerator.

Today's announcement follows the April launch of the Mayor's Cleantech Initiative, an effort to promote the expansion, attraction and retention of businesses that develop products and technologies that provide environmentally sustainable solutions.

City staff and partners are working on a number of efforts to implement the mayor's initiative, including commissioning a cluster analysis on the current industry and resources in the region, recruiting a cleantech program manager, joining the board of a global cleantech venture network and launch of CleanTECH San Diego.

CleanTECH San Diego will advocate for federal and state research funding, new sources of investment capital, workforce development, international trade, appropriate regulation and land use planning and development that preserves biodiversity.

"CleanTECH San Diego will nurture and accelerate the growth of companies with environmentally friendly technologies and foster sustainable development and green enterprises. That will allow San Diego to reduce our dependence on foreign oil, combat the effects of global warming on our community and create a cleaner, safer environment."

-- Mayor Jerry Sanders

ABOUT CLEAN TECHNOLOGY

Clean technology is an emerging sector of a range of products, services and processes that harness renewable materials and energy sources, reducing the depletion of natural resources and reducing or eliminating pollution and waste to create sustainable and secure energy sources.

Clean technology encompasses advancements in:

- solar power
- wind power
- hybrid vehicles
- fuel cell technology
- tidal and wave power
- bio-diesel
- green building materials
- water treatment systems

Clean technology is becoming cost-competitive with traditional energy counterparts and offers promising economic development to a \$156 billion market within 10 years, according to research by Clean Edge, Inc.

According to a 2004 report by Environmental Entrepreneurs and the Natural Resources Defense Council, venture capital investments in California's clean technology industry through 2010 could seed 52,000 to 114,000 new jobs statewide. **As the sixth largest investment category in the U.S. and Canada, clean technology holds the promise of new business opportunities, job creation, and technological innovation for San Diego.**

ABOUT CLEANTECH SAN DIEGO

CleanTECH San Diego is a 501c6 organization committed to form and foster an energy and environmental technology cluster in the San Diego region.

CleanTECH membership consists of:

- City and County governments
- research institutions
- industry
- professional service providers
- capital providers

The purpose of CleanTECH San Diego is to nurture and accelerate the growth of the region's innovations for environmental friendly technologies and sustainable development. The organization will leverage the region's knowledge base and expertise in life sciences, information technology, materials sciences, and the building trades to expand the cluster.

CLEANTECH INTERNAL EXECUTIVE COMMITTEE MEMBERS

- Duane Roth, CEO, CONNECT
- Dr. Tony Haymet, Director, Scripps Institution of Oceanography at UC San Diego
- Jim Waring, Deputy Chief of Land Use & Economic Development, City of San Diego
- Kelley Gale, Partner, Finance Department, Latham & Watkins LLP
- Doug Regnier, Partner, Ernst & Young
- Paul Linden, Director, UCSD Environment and Sustainability Initiative
- Maurice Sabado, Vice President, Technology Solutions, SAIC
- David Saltman, President & CEO, Open Energy Corporation
- Jay Short, Founder, President & Chairman, E.O. Wilson Biodiversity Foundation
- Rick Vicarri, Vice President of M & A, Semptra Energy

"CONNECT's commitment to creating and sustaining the growth of the region's innovative technology-based businesses makes the founding of this association in San Diego a necessity. CleanTECH San Diego will identify the key challenges facing emerging renewable energy businesses in the San Diego region and pursue effective solutions."

-- Duane Roth, Interim Chairman of CleanTECH San Diego/CONNECT CEO

"San Diego is a world leader in technology and biotech innovation in San Diego. We are home to the Scripps Institution of Oceanography at UC San Diego, where almost 50 years ago the study of climate change originated. We have a wealth of clean technology related research underway in emerging companies, universities and research institutions. Now it's time to combine forces and apply all our energies to development of alternative energy sources and sustainability."

-- Dr. Tony Haymet, Vice Chair of CleanTECH San Diego/
Director, Scripps Institution of Oceanography at UC San Diego

CLEANTECH PRINCIPLES ALREADY AT WORK

The launch announcement for CleanTECH San Diego was made at William Lyon Homes Sunset Cove "Green Community" in Clairemont. The community was inspired by the City of San Diego Sustainable Building Policy Expedite Program and includes integrated solar system in the roof tiles of all 77 units, tankless water heaters and energy efficient heating and cooling systems. The solar system, developed by a local San Diego company, Open Energy Corporation, will cut electric bills for each homeowner by 50 percent and make them eligible for a one-time tax credit. The home also qualifies for the SDG&E Advanced Home Program.